



FROM THE HIP

VIDEO PHOTO

CASE STUDY:

Client:
PolarSeal

Sector:
Medical



“.. the easiest project I’ve ever worked on.”

PolarSeal is a growing and ambitious UK-based company that specialises in manufacturing devices for the medical sector.

In 2021, the company turned 40 years old, and wanted a 21st century update to its original corporate video. Things have changed, the business has grown, and it wanted something that would have a great impact – both for employees and for customers.

“You really put people at their ease, made the whole thing fun.”

“We wanted a fast-paced video that reflected the modern manufacturing processes we use and showcased the skills of our people,” says Shaun Kemp, Marketing Manager at PolarSeal. “It’s obviously a while since we’ve done a video so we needed a partner that we could work with closely and trust to deliver the kind of video we were looking for.”

So why us? Well, Shaun says that there were a couple of factors in choosing From The Hip. “You were really responsive to our enquiry,” he says. “You got back to us really quickly and were very friendly and proactive. I felt you understood what we wanted, and we arranged a meeting for the next couple of days. We also thought the videos and information on your website were great. They showed the range of skills that you had, and we could see that you would be able to create the sort of film we were after.”

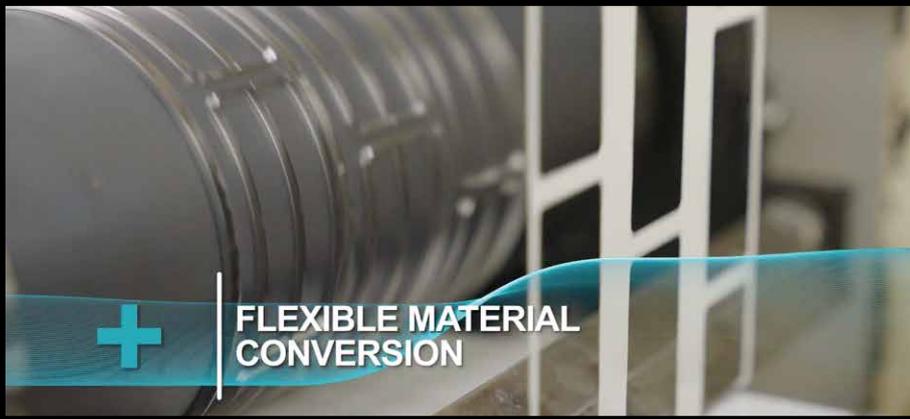
We love to hear what our clients want to achieve and show them how we can give them a really creative and impactful video for their money.

“We had a basic outline of what we

wanted to achieve,” agrees Shaun. “And a few examples of company videos we really liked. But we know 100% that we’re not the experts. So, you basically held our hands through the entire process, giving us suggestions that we took on board. The entire process from that initial meeting right to delivering the video at the end is probably the easiest project I’ve ever worked on.”

That’s great to hear. Part of our job is to make sure there is no additional stress. And that’s particularly important when we’re coming into client’s facilities to film.

“One of our ‘red lines’ was that we wanted all our footage to be original,” says Shaun. “So no stock shots, just our people and our equipment and our approach. We had two separate shoots – one at our main facility and one at our smaller site to capture some extra footage. One of the great things about your approach was that you worked so well around our teams, getting organic footage while people were actually working, rather than staging anything. You really put people at their ease, made



FLEXIBLE MATERIAL CONVERSION

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the whole thing fun and absolutely didn't get in the way at all.”

Our project with Shaun and PolarSeal took about two months from start to finish. That's pretty usual, and reflects on the clear process we use to get things done efficiently and cost-effectively.

“We had the first cut within a week of filming,” Shaun remembers. “Dan had done the voiceover so that we could approve the story, and then you sourced a bunch of voiceover artists so we could pick our favourite. Once we'd done that, you handled everything else, including working directly with our graphic designer to make sure everything was completely on brand.”

We know that once the filming has taken place, clients are itching to see the final thing! And it's one of our favourite parts of the whole process – that amazing reaction and feedback you get from a truly delighted client.

“The video that FTH created is remarkable,” says Shaun. “Everybody absolutely loves it, and it was so hard to keep it under wraps until our anniversary arrived. We've had brilliant feedback



about it and everyone in the business is so proud of it – and proud to be in it.”

From the beginning working with all of you at FTH has been a seamless process. You have been very attentive, very communicative, stepping in when needed, and stepping back when needed. You've managed the entire process, making it incredibly easy and stressless, and you put in a lot of time, effort and work to come up with a fantastic product that we as a company are very, very happy with. As a result, we'll definitely be picking up the phone to you for our next video.”

“The video that FTH created is remarkable.”

Shaun Kemp, Marketing Manager at PolarSeal



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